

# METHOD FOR CONVENIENTLY ENABLING A WEB SERVER TO PROVIDE COMMERCIAL PROMOTIONS USING COMPILED CODE

## ABSTRACT

5 An improved method for enabling an electronic commerce web server to provide commercial promotions. Modules of selectively executable compiled web server code are included within the web server's larger body of compiled code. A database contains the terms of each promotion and an association of each promotion with one of the modules. When a commercial transaction arrives at the server, the transaction is checked for a qualifying value that matches one of the qualifying values of the promotions in the database. When a match is found, the associated module of selectively executable compiled web server code is executed, thereby providing the promotion.